

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

CURRENT

SUBJECT: TELECOMMUNICATIONS  
POLICY NO.: 900-13  
EFFECTIVE DATE: October 3, 1994

BACKGROUND:

The City of San Diego has access to a new system of telecommunications resources that it can use to improve municipal government, as well as the living and business conditions in the region. Telecommunications technologies can help cut costs of government, improve service delivery and solve other local and social problems.

Cities are expected to carry on a broad range of telecommunications-related planning, operational and policy activities. For example, cities increasingly need to use telecommunications to satisfy community needs, carry on sophisticated applications and systems planning activities, make long-run cost-effective consumer decisions that also satisfy immediate needs, coordinate telecommunications policies with other city policies, and knowledgeably participate in the development of state and federal telecommunications policies.

This represents a substantial increase in telecommunications-related responsibilities which have historically been limited to tasks such as the acquisition of equipment for emergency service mobile radio systems, telephone systems, low-speed digital networks, construction and maintenance of radio communications for public work operations, negotiation and enforcement of cable television franchises, and most recently, development of local area networks for work group computer networks.

Further complicating the challenge of expanded responsibilities is the veritable explosion of telecommunications technologies (bringing new capabilities at lower costs), the transformation of regulated utility service into a competitive marketplace, and the consequent blurring of industry boundaries. The protection of consumer interests, privacy concerns, and the potential need for a carrier of last resort are but three of the emerging social issues.

A policy is needed to guide the City's response to these various challenges and opportunities.

This policy is consistent with the "Telecommunications Framework for Cities" adopted by the League of California Cities. There are seven specific areas where telecommunications can assist cities. These areas include:

POLICY OBJECTIVES:

- 1) Improve Administrative Efficiency

Uncouple service delivery from service production, and decentralize both.

Deliver service as close to the point of consumption as possible.

Use network services to increase the productivity and effectiveness of the City's workforce.

2) Reduce Budget Deficits

Reduce costs:

Use telecommunications extensively in service delivery and corporate administration.

Manage telecommunications consumption to ensure a least-cost technical solution.

Consider joining a consumer consortium.

Increase revenue:

Seek fair compensation for the use of rights-of-way and other public assets such as the radio frequency spectrum.

Consider entering semi-entrepreneurial activities such as public-private joint ventures or equity participation in a network facility or a teleconferencing network.

3) Improve Democratic Governance.

Improve the effectiveness of participation by residents in local decision making.

Encourage regional inter-city cooperation in order to preserve local self-government.

4) Ensure Delivery of Government Services (especially to low and moderate income constituents and to those with limited mobility.)

Develop a municipal telecommunications network.

Emphasize neighborhood access points.

Facilitate co-production of the service by the end user (such as the neighborhood watch program of police service, or the automated teller machines of the banking industry).

5) Reduce Air Pollution, Traffic Congestion and Energy Consumption While Accommodating Growth.

Reduce vehicle miles traveled related to work, shopping and the pursuit of services - ranging from education to retail goods and access to government services and information.

6) Encourage Economic Development.

Key organizations (from small businesses to public libraries) use telecommunications to become more effective and to satisfy the objectives 1,2,4 and 5 above.

Use telecommunications to stimulate the growth of the regional economic and effectively participate in the global economy.

7) Ensure Affordable Universal Access for All Citizens.

PURPOSE:

The Purpose of this telecommunications policy is to:

Ensure that the City effectively uses telecommunications in all appropriate services delivery and administrative contexts.

Acquire and manage a cost-effective mix of telecommunications technologies and services.

Adequately represent the interests of its constituents to the extent possible in the competitive telecommunications marketplace.

Coordinate telecommunications ordinances and initiatives with other City policies.

Support positions in state and federal telecommunications policy forums that are consistent with the needs of San Diego and other local governments.

POLICY:

It shall be the policy of the City to base decisions affecting telecommunications applications, network technology and policy on a concrete, detail understanding of the current and future telecommunications needs of the City and its constituencies. Specifically, the City shall:

Regularly examine its various current and planned programs to determine unrecognized telecommunications needs.

Conduct, on a periodic basis, planning in order to determine a comprehensive list of telecommunications uses to improve service delivery and support much higher levels of telecommuting.

Coordinate a region-wide planning process in order to determine the telecommunications needs of the regional community.

Periodically review existing telecommunications functions for all departments and identify any structural changes necessary in order to implement the policy.

Obtain fair compensation from private telecommunications providers for use of the City's right-of-way and other public assets.

Coordinate with representatives of the County and adjacent cities to establish shared systems/networks and data exchange.

In coordination with the provisions contained in Council Policy 900-01 ("Economic Development"), utilize telecommunications technology as a vehicle to improve San Diego's economic competitiveness.

Adopt the following fair information principles to balance the objective of open government with protecting the privacy of citizens, by guiding the collection, maintenance and dissemination of personal information held by the City.

Consideration of privacy effects. Privacy is recognized explicitly as an issue to be considered by the City in introducing and using new information technologies.

Openness. Citizens of San Diego have a right to know what personal information is collected about them by local government entities and how it is used. There must be no personal record-keeping system whose existence is secret.

Collection limitation. Only the personal information necessary for the stated purpose of the agency shall be collected. Whenever possible, such personal information shall be collected directly from the subject of the information.

Information integrity. Each local government agency shall make every reasonable effort to ensure that all records containing personal information are accurate and up-to-date and that procedures are in place to dispose of records once they are of no further use.

Access and correction. Citizens shall have a reasonable means to obtain and review, and when necessary, correct and amend information about themselves as held by local government entities.

Secondary usage. Personal information will not be made available for secondary uses without providing notice to the subjects of the information and allowing said subjects the means to opt out of such uses. However, consent is not required for secondary uses of personal information to support legitimate government activities such as law enforcement investigations, or for uses that are compatible with the purposes for which the information was first collected.

**Security.** The City will establish reasonable physical, technical and administrative safeguards to protect personal information against the risk of unauthorized access, collection, use, disclosure or disposal.

**Education.** The City will make reasonable efforts to educate San Diegans about the existence and use of the broadband network for government services; its education efforts shall include how personal information is obtained, transmitted, used and stored by the City, and citizens' rights as expressed in these privacy principles.

**Oversight.** A mechanism for oversight and enforcement shall be established to ensure the observance of these principles.

**Review.** As information technologies advance, privacy considerations are likely to change. The City will review these principles on a regular basis to ensure their adequacy.

#### IMPLEMENTATION:

The City will develop a plan and provide funding to implement this policy. Specific activities to be included in the plan include the following:

Review all existing telecommunications-related functions performed by each City department and identify possible structural changes in the responsibility for each function.

Review the service delivery mission and mechanism of each department and develop a plan for using telecommunications to assist in the decentralized, end-user co-produced delivery of each service.

Identify possible administrative telecommunications needs.

Assess the maximum potential for telecommuting in each department and identify the implications for network technology needs.

Develop a plan for equipping all appropriate conference rooms with audio teleconferencing capabilities and assess the needs for a City-owned audio teleconference bridge.

Examine current and planned programs to determine unrecognized telecommunications needs.

Working in coordination with the Technology Council and the Regional Technology Alliance, identify and implement telecommunications technologies that can enhance San Diego's economic competitiveness.

Aggressively seek pilot programs that utilize the San Diego region as a test bed for new telecommunications technologies.

Review the privacy principles for any potential legal problems.

Summarize the telecommunications applications needs and the related network technology needs for the next five years.

Coordinate a region-wide telecommunications planning process that focusses on the needs of the less well endowed organizations in the regional community.

Coordinate telecommunications policies with other City policies, particularly land use and transportation policies.

Identify constituent interests that might be impacted by the shift to a competitive telecommunications marketplace. These will include, at a minimum, the need for guaranteed access to telecommunications service and protection of the privacy of consumers.

Develop positions that are consistent with the needs of San Diego and its constituents for introduction into state and federal telecommunications policy forums.

Develop a legislative action plan to transition from cable franchise fees to right-of-way and radio spectrum use.

Seek fair compensation for the use of the City's right-of-way, as well as other City assets, such as the radio frequency spectrum.

Pursue federal and state grants for network development and applications funding.

Develop and implement the following specific programs:

Telecommuting for City employees;

Community-wide access to City of San Diego library materials;

Intelligent Vehicle Highway System (IVHS) technology; and

Marketing of the Regional Urban Information System (RUIS) data base.

CROSS REFERENCE:

**CITY OF SAN DIEGO, CALIFORNIA**  
**COUNCIL POLICY**

CURRENT

Council Policy 600-43, City of San Diego Telecommunication Antenna Policy  
Council Policy 700-06, Encroachments on City Property

**HISTORY:**

Adopted by Resolution R-284722 10/03/1994